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(54) **PROGRAM TRANSMISSION METHOD**

ceiver 30, from a keyboard of the computer 63.

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(57) Abstract:

**PURPOSE:** To serve effectively the user of a personal computer by transmitting the menu program, which indicates titles or contents of plural programs, in serial in bit sequence.

**CONSTITUTION:** In a CATV line center, programs from plural data channels of programs sources 2101~2131 and the serial menu program in bit sequence are transmitted from a transmitter 10 through a multiplexer 22. In the terminal equipment side, the CATV broadcast from a cable 1 is received by a TV receiver 30. A receiver 40 used for reception of service broadcast receives signals supplied to front end 41 and gives signals to a personal computer 63 through a demultiplexer 45 and a selector 61, and left and right audio signals are outputted to speakers 55L and 55R by a decoder 51. The user can input a desired menu in the menu program, which is displayed on the TV re-

